

## ABSTRACT

Network traffic that is used to communicate multicast and broadcast messages are separated into subgroups with respect to the multicast and broadcast messages. In one embodiment a hashing function is used to separate target devices into subgroups. For  
5 example, a device identifier can be used by a hash function to determine which subgroup the device belongs to. Messages can be sent to the different subgroups at different times to manage network traffic, or the devices can reply to messages based on their respective subgroupings to manage network traffic.